

CLAIMS

What is claimed is:

1. A printing system for producing image print having customized message from a user to a recipient on the back side of the image print, comprising:

a front-end computer sub-system for receiving an image and a customized message from the user, wherein the customized message is generated by the user for a recipient in association with the image;

a scheduler in communication with the front-end computer sub-system;

a printer, in communication with the scheduler, that prints the image on the front side of a paper substrate to produce an image print; and

a backprinter that receives the image print from the printer and prints the user-generated and customized message on the back side of the image print, whereby the image print having the customized message is sent to the recipient.

2. The printing system of claim 1, wherein the customized message includes a remark about the image from the user to the recipient.

3. The printing system of claim 1, wherein the customized message is received by the front-end computer sub-system from the user on a user interface over the Internet.

4. The printing system of claim 1, wherein a plurality of images prints are printed by the printer and different user-generated and customized messages are printed on the back sides of the image prints.

5. The printing system of claim 1, wherein the image print is a photographic print.

6. The printing system of claim 1, wherein the image print is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar.

7. The printing system of claim 1, further comprising a computer storage device that stores the image and the customized message in association with the image.
8. A method for producing image prints having customized message from a user to a recipient, comprising:
 - providing an image;
 - receiving a customized message in association with the image, wherein the message is generated by the user for the recipient;
 - printing the image on the front side of a paper substrate to produce an image print;
 - printing the user-generated and customized message on the back side of the paper substrate; and
 - sending the image print having the customized message to the recipient.
9. The method of claim 8, wherein the customized message includes a remark about the image from the user to the recipient.
10. The method of claim 8, wherein the customized message is received from the user on a user interface over the Internet.
11. The method of claim 8, further comprising
 - printing a plurality of images prints; and
 - printing different user-generated and customized messages on the back sides of the image prints.
12. The method of claim 8, wherein the image print having the customized message is a photographic print.

13. The method of claim 8, wherein the image print having the customized message is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar.
14. The method of claim 8, wherein the recipient is the user.